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Press Release

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NEW INSIGHT FILTER FROM FILTRONA SHEDS A NEW LIGHT ON COLOURED CARBON

Filtrona Filter Products has launched an innovative new filter solution which offers cigarette manufacturers the performance benefits of carbon filtration, together with very high impact visual differentiation possibilities. The new Insight filter combines a cavity filter containing coloured activated carbon, with a transparent outer plugwrap, providing users with a unique view of the filter cavity. Part of Filtrona's Icon range of premium filters which offer high performance combined with high impact visual differentiation, the Insight filter will initially be available with carbon in four colours: red, blue, black and silver/grey.

As global and legislative trends towards developing reduced harm cigarettes increases, the volume of carbon products in the market is also expected to rise due to their capacity for additional filtration. Filtrona's new Insight filter offers cigarette manufacturers the opportunity to bring new carbon products to market to meet this demand by combining the benefits of high performance carbon filtration with unique brand and visual differentiation possibilities.

Incorporating Cavitec™ filter technology, the Insight filter comprises of two separate filter segments surrounding a cavity containing coloured, granular, activated carbon. This is enclosed in transparent tipping paper which provides a view of the filter cavity and enables users, for the first time, to be able to see the carbon filter in action.



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Chris Franklin, Innovation and New Business Development Director, commented on the latest addition to Filtrona's Icon range: "The Insight filter is truly unique to the marketplace. With its fusion of high performance and strong potential for brand differentiation we are confident that Insight will be well received by our customers too thanks to it providing the opportunity for them to ensure their carbon product offerings really stand out in this growing market."

For further information, please visit www.filtronafilters.com

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Editor's notes:

Filtrona Filter Products

Filtrona Filter Products, part of Filtrona plc, is the world's leading independent supplier of innovative special filters for the tobacco industry. The company has been developing filters since filtered cigarettes first became popular in the 1950s and is highly focused on staying one step ahead of the market. As legislation becomes more stringent, and the industry demands filters that are able to ensure a precise level of tar and nicotine yield, so Filtrona is ideally placed to provide the optimum solution.

With 11 strategically-located manufacturing facilities around the globe, Filtrona's unparalleled expertise, resources and breadth of vision enables it to deliver high quality, cost effective filter solutions to any customer, anywhere in the world.

To find out more about Filtrona Filter Products, its services and its highly innovative product line-up, visit the company's website at www.filtronafilters.com

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